

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial No. .... 10/798,153  
Filing Date ..... 3/10/2004  
Confirmation No. .... 5548  
First Named Inventor ..... Edward A. Ludvig  
Assignee ..... Microsoft Corporation  
Group Art Unit ..... 2427  
Examiner ..... Mark P. Stanley  
Attorney's Docket No. .... MS1-1829US  
Title: Targeted Advertising Based on Consumer Purchasing Data

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

Respectfully Submitted,

Dated: 01/22/2009

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